

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:

FRANCHISE GROUP, INC., *et al.*,¹

Debtors.

Chapter 11

Case No. 24-12480 (LSS)

(Jointly Administered)

NOTICE OF SERVICE

PLEASE TAKE NOTICE that, on March 7, 2025, co-counsel and proposed co-counsel for the above-captioned debtors and debtors in possession caused to be served the: (i) *OpCo Debtors' Amended Responses and Objections to the Ad Hoc Group of Freedom Lenders' First Set of Interrogatories to the OpCo Debtors in Connection with the Plan and Disclosure Statement* and (ii) *Holdco Debtors' Amended Responses and Objections to the HoldCo Lenders' First Set of*

¹ The Debtors in these Chapter 11 Cases, along with the last four digits of their U.S. federal tax identification numbers, to the extent applicable, are Franchise Group, Inc. (1876), Freedom VCM Holdings, LLC (1225), Freedom VCM Interco Holdings, Inc. (2436), Freedom Receivables II, LLC (4066), Freedom VCM Receivables, Inc. (0028), Freedom VCM Interco, Inc. (3661), Freedom VCM, Inc. (3091), Franchise Group New Holdco, LLC (0444), American Freight FFO, LLC (5743), Franchise Group Acquisition TM, LLC (3068), Franchise Group Intermediate Holdco, LLC (1587), Franchise Group Intermediate L, LLC (9486), Franchise Group Newco Intermediate AF, LLC (8288), American Freight Group, LLC (2066), American Freight Holdings, LLC (8271), American Freight, LLC (5940), American Freight Management Company, LLC (1215), Franchise Group Intermediate S, LLC (5408), Franchise Group Newco S, LLC (1814), American Freight Franchising, LLC (1353), Home & Appliance Outlet, LLC (n/a), American Freight Outlet Stores, LLC (9573), American Freight Franchisor, LLC (2123), Franchise Group Intermediate B, LLC (7836), Buddy's Newco, LLC (5404), Buddy's Franchising and Licensing LLC (9968), Franchise Group Intermediate V, LLC (5958), Franchise Group Newco V, LLC (9746), Franchise Group Intermediate BHF, LLC (8260), Franchise Group Newco BHF, LLC (4123), Valor Acquisition, LLC (3490), Vitamin Shoppe Industries LLC (3785), Vitamin Shoppe Global, LLC (1168), Vitamin Shoppe Mariner, LLC (6298), Vitamin Shoppe Procurement Services, LLC (8021), Vitamin Shoppe Franchising, LLC (8271), Vitamin Shoppe Florida, LLC (6590), Betancourt Sports Nutrition, LLC (0470), Franchise Group Intermediate PSP, LLC (5965), Franchise Group Newco PSP, LLC (2323), PSP Midco, LLC (6507), Pet Supplies "Plus", LLC (5852), PSP Group, LLC (5944), PSP Service Newco, LLC (6414), WNW Franchising, LLC (9398), WNW Stores, LLC (n/a), PSP Stores, LLC (9049), PSP Franchising, LLC (4978), PSP Subco, LLC (6489), PSP Distribution, LLC (5242), Franchise Group Intermediate SL, LLC (2695), Franchise Group Newco SL, LLC (7697), and Educate, Inc. (5722). The Debtors' headquarters is located at 2371 Liberty Way, Virginia Beach, Virginia 23456.

Interrogatories to the HoldCo Debtors in Connection with the Plan and Disclosure Statement via electronic mail and first class mail upon the following counsel:

<i>(Via Email and First Class Mail)</i>	<i>(Via Email and First Class Mail)</i>
<p>WHITE & CASE LLP J. Christopher Shore, Esq. Andrew Zatz, Esq. Samuel P. Hershey, Esq. Erin Smith, Esq. Brett Bakemeyer, Esq. Jade Yoo, Esq. Paula Kates, Esq. 1221 Avenue of the Americas New York, NY 10020 cshore@whitecase.com azatz@whitecase.com sam.hershey@whitecase.com erin.smith@whitecase.com brett.bakemeyer@whitecase.com jade.yoo@whitecase.com paula.kates@whitecase.com</p> <p><i>Counsel for the Ad Hoc Group of Freedom Lenders</i></p>	<p>WHITE & CASE LLP Thomas E Lauria, Esq. Southeast Financial Center 200 South Biscayne Boulevard, Suite 4900 Miami, FL 33131 tlauria@whitecase.com</p> <p><i>Counsel for the Ad Hoc Group of Freedom Lenders</i></p>
	<p>FARNAN LLP Brian E. Farnan, Esq. Michael J. Farnan, Esq. 919 North Market Street, 12th Floor Wilmington, DE 19801 bfarnan@farnanlaw.com mfarnan@farnanlaw.com</p> <p><i>Counsel for the Ad Hoc Group of Freedom Lenders</i></p>

[Remainder of Page Intentionally Left Blank]

Dated: March 11, 2025
Wilmington, Delaware

/s/ Allison S. Mielke

**YOUNG CONAWAY STARGATT &
TAYLOR, LLP**

Edmon L. Morton (Del. No. 3856)
Matthew B. Lunn (Del. No. 4119)
Allison S. Mielke (Del. No. 5934)
Shella Borovinskaya (Del. No. 6758)
Rodney Square
1000 North King Street
Wilmington, Delaware 19801
Telephone: (302) 571-6600
Facsimile: (302) 571-1253
Email: emorton@ycst.com
mlunn@ycst.com
amielke@ycst.com
sborovinskaya@ycst.com

**KIRKLAND & ELLIS LLP
KIRKLAND & ELLIS INTERNATIONAL
LLP**

Joshua A. Sussberg, P.C. (admitted *pro hac vice*)
Nicole L. Greenblatt, P.C. (admitted *pro hac vice*)
Derek I. Hunter (admitted *pro hac vice*)
601 Lexington Avenue
New York, New York 10022
Telephone: (212) 446-4800
Facsimile: (212) 446-4900
Email: joshua.sussberg@kirkland.com
nicole.greenblatt@kirkland.com
derek.hunter@kirkland.com

- and -

Mark McKane, P.C. (admitted *pro hac vice*)
555 California Street
San Francisco, California 94104
Telephone: (415) 439-1400
Facsimile: (415) 439-1500
Email: mark.mckane@kirkland.com

*Co-Counsel to the Debtors
and Debtors in Possession*

*Proposed Co-Counsel to the Debtors
and Debtors in Possession*